

DUPLICATE

## INVOICE



**WXYZ**  
**20777 W. 10 Mile Rd.**  
**Southfield, MI 48037**  
**Main: (248)827-7777**  
**Billing: (877)290-6086**

www.wxyz.com

Billing Address:

**Smart Media Group**  
**Attention: Accounts Payable**  
**814 King Street - Suite 400**  
**Alexandria, VA 22314-3039**

Send Payment To:

**WXYZ**  
**P.O. Box 643405**  
**Cincinnati, OH 45264-3405**

Invoice #	Invoice Date	Invoice Month	Invoice Period
302813-1	09/09/12	September 2012	08/27/12 - 09/09/12

Station	Account Executive	Sales Office	Sales Region
WXYZ	Dave Lombardo	EWS - Washing	National

Advertiser	Product	Estimate Number
The People Should Decide	The People Should Decide	903909

Flight Dates	Order #	Alt Order #
09/03/12 - 09/09/12	302813	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
12891		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/03/12	09/07/12	M-F 9a-10a	9-10am M-F	111-1--	:30	4	\$425.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 111-1-- 4 \$425.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ M 09/03/12 9:22 AM M-F 9a-10a 9-10am M-F :30 DI BC0814 \$425.00 NM 2 WXYZ Tu 09/04/12 9:50 AM M-F 9a-10a 9-10am M-F :30 DI BC0814 \$425.00 NM 3 WXYZ W 09/05/12 9:55 AM M-F 9a-10a 9-10am M-F :30 DI BC0814 \$425.00 NM 4 WXYZ F 09/07/12 9:43 AM M-F 9a-10a 9-10am M-F :30 DI BC0814 \$425.00 NM									
2	09/05/12	09/07/12	M-F 11a-12n	11am-12pm M-F	--111--	:30	3	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 --111-- 3 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ W 09/05/12 11:31 AM M-F 11a-12n 11am-12pm M-F :30 DI BC0814 \$700.00 NM 2 WXYZ Th 09/06/12 11:43 AM M-F 11a-12n 11am-12pm M-F :30 DI BC0814 \$700.00 NM 3 WXYZ F 09/07/12 11:11 AM M-F 11a-12n 11am-12pm M-F :30 DI BC0814 \$700.00 NM									
3	09/03/12	09/06/12	12n-1p	12-1pm M-F	11-1---	:30	3	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 11-1--- 3 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ M 09/03/12 12:25 PM 12n-1p 12-1pm M-F :30 DI BC0814 \$450.00 NM 2 WXYZ Tu 09/04/12 12:55 PM 12n-1p 12-1pm M-F :30 DI BC0814 \$450.00 NM 3 WXYZ Th 09/06/12 12:44 PM 12n-1p 12-1pm M-F :30 DI BC0814 \$450.00 NM									
4	09/04/12	09/06/12	Dr. Oz	4-5pm M-F	-111---	:30	3	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -111--- 3 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Tu 09/04/12 4:38 PM Dr. Oz 4-5pm M-F :30 DI BC0814 \$700.00 NM 2 WXYZ W 09/05/12 4:26 PM Dr. Oz 4-5pm M-F :30 DI BC0814 \$700.00 NM 3 WXYZ Th 09/06/12 4:34 PM Dr. Oz 4-5pm M-F :30 DI BC0814 \$700.00 NM									



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302813-1	09/09/12	September 2012	08/27/12 - 09/09/12
Advertiser	Product	Estimate Number	
The People Should Decide	The People Should Decide	903909	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	09/03/12	09/07/12	5am News M-F	5-6am M-F	11111--	:30	5	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 11111-- 5 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 09/03/12 4:58 AM 5am News M-F 5-6am M-F :30 DI BC0814 \$350.00 NM									
2 WXYZ Tu 09/04/12 5:12 AM 5am News M-F 5-6am M-F :30 DI BC0814 \$350.00 NM									
3 WXYZ W 09/05/12 5:41 AM 5am News M-F 5-6am M-F :30 DI BC0814 \$350.00 NM									
4 WXYZ Th 09/06/12 5:10 AM 5am News M-F 5-6am M-F :30 DI BC0814 \$350.00 NM									
5 WXYZ F 09/07/12 5:18 AM 5am News M-F 5-6am M-F :30 DI BC0814 \$350.00 NM									
6	09/03/12	09/07/12	Action News 6am	6-7am M-F	11111--	:30	5	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 11111-- 5 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 09/03/12 6:51 AM Action News 6am 6-7am M-F :30 DI BC0814 \$650.00 NM									
2 WXYZ Tu 09/04/12 6:41 AM Action News 6am 6-7am M-F :30 DI BC0814 \$650.00 NM									
3 WXYZ W 09/05/12 6:20 AM Action News 6am 6-7am M-F :30 DI BC0814 \$650.00 NM									
4 WXYZ Th 09/06/12 6:09 AM Action News 6am 6-7am M-F :30 DI BC0814 \$650.00 NM									
5 WXYZ F 09/07/12 6:27 AM Action News 6am 6-7am M-F :30 DI BC0814 \$650.00 NM									
7	09/03/12	09/07/12	M-F 7-9am	7-9am M-F	11111--	:30	5	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 11111-- 5 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 09/03/12 7:41 AM M-F 7-9am 7-9am M-F :30 DI BC0814 \$650.00 NM									
2 WXYZ Tu 09/04/12 8:47 AM M-F 7-9am 7-9am M-F :30 DI BC0814 \$650.00 NM									
3 WXYZ W 09/05/12 7:59 AM M-F 7-9am 7-9am M-F :30 DI BC0814 \$650.00 NM									
4 WXYZ Th 09/06/12 7:26 AM M-F 7-9am 7-9am M-F :30 DI BC0814 \$650.00 NM									
5 WXYZ F 09/07/12 8:47 AM M-F 7-9am 7-9am M-F :30 DI BC0814 \$650.00 NM									
8	09/08/12	09/08/12	Action News SAT 6am	SAT 6-7am	-----S-	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -----S- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Sa 09/08/12 6:11 AM Action News SAT 6am SAT 6-7am :30 DI BC0814 \$250.00 NM									
9	09/08/12	09/08/12	GMA SAT 7-8am	SAT 7-8am	-----S-	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -----S- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Sa 09/08/12 7:59 AM GMA SAT 7-8am SAT 7-8am :30 DI BC0814 \$350.00 NM									
10	09/08/12	09/08/12	Action News SAT 8am	SAT 8-9am	-----S-	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -----S- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Sa 09/08/12 8:56 AM Action News SAT 8am SAT 8-9am :30 DI BC0814 \$300.00 NM									



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302813-1	09/09/12	September 2012	08/27/12 - 09/09/12
Advertiser	Product	Estimate Number	
The People Should Decide	The People Should Decide	903909	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	09/09/12	09/09/12	Action News SUN 6am	SUN 6-7am	-----S	:30	1	\$250.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	-----S	1	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Su	09/09/12	6:23 AM	Action News SUN 6am	SUN 6-7am	:30	DI BC0814	\$250.00 NM
12	09/09/12	09/09/12	GMA SUN 7-8am	SUN 7-8am	-----S	:30	1	\$325.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	-----S	1	\$325.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Su	09/09/12	7:29 AM	GMA SUN 7-8am	SUN 7-8am	:30	DI BC0814	\$325.00 NM
13	09/09/12	09/09/12	Action News SUN 8am	Sun 8-930am	-----S	:30	1	\$300.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	-----S	1	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Su	09/09/12	9:29 AM	Action News SUN 8am	Sun 8-930am	:30	DI BC0814	\$300.00 NM
14	09/03/12	09/06/12	5-6pm M-F	5-6pm M-F	11-1---	:30	3	\$800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	11-1---	3	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	M	09/03/12		5-6pm M-F	5-6pm M-F	:00		<del>\$800.00</del> NM
	Unresolved								
2	WXYZ	Tu	09/04/12	5:39 PM	5-6pm M-F	5-6pm M-F	:30	DI BC0814	\$800.00 NM
3	WXYZ	Th	09/06/12	5:23 PM	5-6pm M-F	5-6pm M-F	:30	DI BC0814	\$800.00 NM
15	09/03/12	09/05/12	6-630pm M-F	6-630pm M-F	111----	:30	3	\$900.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	111----	3	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	M	09/03/12	6:11 PM	6-630pm M-F	6-630pm M-F	:30	DI BC0814	\$900.00 NM
2	WXYZ	Tu	09/04/12	6:14 PM	6-630pm M-F	6-630pm M-F	:30	DI BC0814	\$900.00 NM
3	WXYZ	W	09/05/12	6:12 PM	6-630pm M-F	6-630pm M-F	:30	DI BC0814	\$900.00 NM
16	09/04/12	09/07/12	M-F 7-730p	7-730pm M-F	-1-11--	:30	3	\$900.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	-1-11--	3	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Tu	09/04/12	7:13 PM	M-F 7-730p	7-730pm M-F	:30	DI BC0814	\$900.00 NM
2	WXYZ	Th	09/06/12	7:09 PM	M-F 7-730p	7-730pm M-F	:30	DI BC0814	\$900.00 NM
3	WXYZ	F	09/07/12	7:10 PM	M-F 7-730p	7-730pm M-F	:30	DI BC0814	\$900.00 NM
17	09/09/12	09/09/12	Su 6-630p	6-630pm Sun	-----S	:30	1	\$700.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	-----S	1	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Su	09/09/12	6:09 PM	Su 6-630p	6-630pm Sun	:30	DI BC0814	\$700.00 NM



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302813-1	09/09/12	September 2012	08/27/12 - 09/09/12
Advertiser	Product	Estimate Number	
The People Should Decide	The People Should Decide	903909	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
18	09/04/12	09/05/12	Jimmy Kimmel Live	1205am-105am M-l	- 11----	:30	2	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 - 11---- 2 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Tu 09/04/12 12:44 AM Jimmy Kimmel Live 1205am-105am M-l :30 DI BC0814 \$225.00 NM 2 WXYZ W 09/05/12 1:05 AM Jimmy Kimmel Live 1205am-105am M-l :30 DI BC0814 \$225.00 NM									
19	09/09/12	09/09/12	SU 1130p-12a	1130pm-12am	-----S	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -----S 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Su 09/09/12 11:54 PM SU 1130p-12a 1130pm-12am :30 DI BC0814 \$500.00 NM									
21	09/03/12	09/07/12	Nightline	1135pm-1205am M	11111--	:30	5	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 11111-- 5 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ M 09/03/12 11:54 PM Nightline 1135pm-1205am M :30 DI BC0814 \$700.00 NM 2 WXYZ Tu 09/04/12 12:09 AM Nightline 1135pm-1205am M :30 DI BC0814 \$700.00 NM 3 WXYZ W 09/05/12 12:14 AM Nightline 1135pm-1205am M :30 DI BC0814 \$700.00 NM 4 WXYZ Th 09/06/12 12:06 AM Nightline 1135pm-1205am M :30 DI BC0814 \$700.00 NM 5 WXYZ F 09/07/12 11:53 PM Nightline 1135pm-1205am M :30 DI BC0814 \$700.00 NM									
22	09/04/12	09/06/12	M-F 730-8pm	730-8pm M-F	- 1-1---	:30	2	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 - 1-1--- 2 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Tu 09/04/12 7:45 PM M-F 730-8pm 730-8pm M-F :30 DI BC0814 \$1,400.00 NM 2 WXYZ Th 09/06/12 7:46 PM M-F 730-8pm 730-8pm M-F :30 DI BC0814 \$1,400.00 NM									
29	09/08/12	09/08/12	Mich vs. Air Force	330-7pm	-----S-	:30	1	\$8,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -----S- 1 \$8,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Sa 09/08/12 8:06 PM Mich vs. Air Force 330-7pm :30 DI BC0814 \$8,000.00 NM									

Total Spots **54** Gross Total **\$40,225.00**

## Payment Terms 30 Days

Agency Commission **\$6,033.75**  
Net Amount Due **\$34,191.25**